

## ABSTRACT

A system and method of providing interactive data exchange between a plurality of outside parties utilizing a plurality of telephone apparatus, a voice response unit, at least one operator terminal, and at least one database regardless of the configuration of the voice response unit to a voice path switch. The system includes a voice response unit interface, for receiving and storing data acquired by the voice response unit. The data includes an automatic number identifier for each call. When calls are to be transferred to an operator terminal, the call is inserted into a queue that is monitored by a data controller. The data controller identifies each call by its ANI and searches the voice response unit interface to retrieve data stored therein, which is associated with the call. The data is then provided to an operator terminal for an operator assigned to handle the call.